



HOLLYWOOD PARK OPERATING COMPANY

December 29, 1988

Mr. John Connolly
Philip Morris U.S.A.
120 Park Ave.
New York, N.Y. 10017

1/26/89
S. Brener

Offer stands @ 125,000
based on decline of live gate
over past several years.
He will get back to us
(JC)

Dear John:

Since we haven't made connections via telephone, I thought I would drop you a line, so we can finalize the agreement between Hollywood Park and the Philip Morris Company.

Per our previous discussions and those you had with Hal Brown, we virtually came to an agreement that Marlboro would have a fixed position on our tri-vision board (right hand side) for a period of 10 years at \$150,000 per year.

The only conflict we had with the contract, as Brown explained to you, was the fact that we could not use a competing Philip Morris product such as Miller Beer if Anheuser-Busch had purchased exclusivity on the tri-vision advertising.

In simpler terms, we will not have any other tobacco product other than Philip Morris Company products.

Thus, I would appreciate it if you would draft a new contract such as the one we have been using from 1981 and we will proceed accordingly in 1989.

If you have any questions, you can reach me at (213) 419-1543.

I look forward to hearing from you.

Sincerely,

Steve Brener

Steve Brener
Director of Public Relations
& Marketing

April

SB:hb

cc: Esther Fortner
Marjorie L. Everett
Don Robbins
Hal Brown

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